

KLSN Community Radio

Sponsorship Information



Thank you for your interest in becoming a KLSN Community Radio sponsor.

This sponsorship program is addressed specifically to those business, individuals and corporations who appreciate the value of community radio and are committed to providing significant donations to support its mission.

Large sponsorship grants are vital to our nonprofit educational mission for many reasons:

1. Sponsorships minimize the amount of airtime we have to devote to underwriting. This keeps us from sounding like a commercial radio station.
2. Sponsorships greatly reduce the amount of time needed for fundraising, providing our volunteers with more time to devote to quality programming development as well as just running the radio station.
3. Sponsorships provide the financial resources for capital purchases like new equipment, and help fund intern programs and apprenticeships for students.

Sponsor Benefits

Sponsors are listed on our website sponsor page; receive on-air recognition during your choice of programming for one year; audience tickets to KLSN's *Main Street Blues* program; and KLSN branded shirts and coffee mugs. Sponsorships are donations to a 501(c)(3) nonprofit organization and are tax-deductible as allowed by law.

Sponsorship Types

Sponsorship can be related to specific needs like new equipment, music licensing, internship and educational related expenses; or can be general in nature:

Sponsorships for Specific Station Needs

<i>Item</i>	<i>Purpose</i>	<i>Amount</i>
Production Studio Equipment	A separate production recording studio would greatly increase KLSN's ability to produce local programming	\$5,000
Replacement Control Panels	To replace existing poorly functioning station control boards.	\$3,000
Replacement Computers.....	To update older, out-dated computers and operating systems	\$3,000
Branded Promotional Items	Bumper stickers, tee-shirts, coffee mugs, hats, window clings, pin-back buttons, etc.	\$3,000
Emergency Alert System Decoder	FCC required equipment.....	\$2,600
Improved Transmitter	To give KLSN a wider range and cleaner signal.....	\$2,500
Replacement Studio Mixers	To replace existing outdated mixers.....	\$2,500
Studio Furniture	Sound deadening wall foam panels, replacement announcer desks, equipment racks.....	\$2,000

Sponsorships for Specific Station Needs

<i>Item</i>	<i>Purpose</i>	<i>Amount</i>
Studio Equipment	Replacements for old/ outdated equipment, headphones, microphones and stands, studio speakers.....	\$2,000
Sportscasting Equipment	Replacement of 2 nd hand equipment for broadcasting from sporting events.....	\$1,500
Intern/Apprenticeship Equipment ...	Training equipment is separate from station equipment.....	\$1,500
Improved Antenna Bay	To give KLSN a wider range and cleaner signal.....	\$1,500
Special Event Sound Equipment	For outside broadcasting from special events like fairs and festivals. Also for off-site recording	\$1,500
Hybrid Telephone System	To accommodate call-in guests and music requests.	\$1,300
Music Broadcast Licenses	Allows us to broadcast copyrighted material for one year.....	\$850

General Sponsorships

The following category levels are provided under the classification of general station sponsorships. These sponsor grants are used to pay for station operating expenses, equipment repairs, emergency expenses, etc. They are not used for personnel expenses like salaries, benefits, or staffing:

Platinum	\$10,000	Gold	\$7,000	Silver.....	\$5,000
Bronze.....	\$3,000	Blue.....	\$1,000		

Sponsorship Payment Methods

There are two ways to pay for your sponsorship:

1. Go to “www.klsn.org/donate.html.” Select the large red donation button to go to the San Francisco Study Center’s secure donation page. Follow the directions. Please select *KLSN Community Radio* at the bottom of the page or your donation will go to someone else.
2. Send a check payable to the San Francisco Study Center to 1663 Mission St. Suite 310, San Francisco, CA 94103. Please write *KLSN Community Radio* in the note section.

The San Francisco Study Center will notify us of your donation and provide you with a receipt for preparing your taxes. We appreciate your support! Please feel free to contact me for further information at your earliest convenience. Thank you for supporting community radio for East Contra Costa County.

Sincerely,

Chris Ponsano,
General Manager,
KLSN Community Radio
(925) 625-KLSN | chris.ponsano@klsn.org